# GO **solar**
## CALIFORNIA

# New Home Builder Advertising Tool Kit

## California Energy Commission's
## New Solar Homes Partnership

California's Incentive Program for
New Residential Energy Efficient Solar Home Construction

## TABLE OF CONTENTS

## Why This Guide Has Been Created

The California Energy Commission's New Solar Homes Partnership (NSHP) provides California builders with the tools they need to help build and create a self-sustaining market for new energy efficient solar homes in California. As part of this effort, the Energy Commission created this New Home Builder Advertising Tool Kit to provide builders, developers and installers with access to the resources they need to Go Solar and market their NSHP communities.

## Who Should Use This Guide

The New Home Builder Advertising Tool Kit is intended for the marketing teams of builders and developers, and is tailored to be used as a tool to market their NSHP energy efficient solar home community. This guide is also available at *www.GoSolarCalifornia.org* for your advertising agency, designers, or other appropriate vendors.

## Inside The Guide

The New Home Builder Advertising Tool Kit provides a variety of pre-designed advertising, including newspaper ads, internet banner ads, micro-website home pages, billboard designs, and more, to help you get your message to the consumer faster. Simply drop in your specific information about your new energy efficient solar home community and then choose your distribution method. Below are the various forms of advertising that are available.

**Please note that stock photography has been used in the templates for position only. We highly recommend that you replace it with photography that best suits your area, product and target audience's ethnicity and lifestyle.**

### Print Advertisement Templates

Color and black and white ad templates have been provided in a variety of the most commonly used sizes. You will find that some of the ad elements are "locked," meaning you can't modify them. These are elements that the California Energy Commission has designated as required information *(such as copy)* or elements *(such as logos)* that can't be altered if using these templates.

### Brochure

A three-panel brochure detailing the benefits of solar has been provided as part of the New Home Builder Advertising Tool Kit. A panel for both builder and project information has been designated for your customization. Keep in mind that you can use this template for an online brochure as well as a printed version.

### Out of Home

Several out of home designs have been provided, including standard 48' x 14' billboards, premier panel, bus side and bus shelters. The bus side and bus shelter files are scaled to 1" = 1'. The 48' x 14' billboards are scaled down to ¼" = 1' size. Premier Panels are scaled to ½" = 1'. Be sure to check with your vendor for their requested file setup and resolution.

## Sales Office Displays

Two sales office displays have been provided: one details the builder's participation in the New Solar Homes Partnership and one that displays the benefits of solar. You may customize these with your builder name and logo.

## Solar Education Room

It is highly recommended that builders create rooms to graphically convey the benefits of solar and energy efficient features found in the homes. Many of these builders call them "green," "energy efficient", or "solar" rooms. Since it is impossible to know which energy efficient features each builder will include in the standard specifications, two different designs for each creative concept have been provided as templates so you can drop in your specific information. You'll find recommended areas for headlines, sub-headlines, copy describing the benefits, and stock photography that visually represents the benefit of owning your own home. These files have been scaled down to $\frac{1}{3}$" = 1". Be sure to check with your vendor for their requested file setup and resolution.

## Radio Copy

Radio scripts have been provided in :10 and :15 second formats with standard language regarding energy efficient solar homes. It is the intention that builders will add an additional :10 or :15 seconds to include their project specific information in the spots, especially if promoting a grand opening or special event.

## Internet

### Internet Banner Ads

A variety of Internet banner ads have been provided where just the builder or community logo needs to be added.

### Micro-website

Templates for a micro-website home page and sub-page have been provided. Check with your solar provider, as it often has an informational video that it can customize specifically to your project. It is recommended that you include this video on your micro-site home page.

## The Concepts

There are four different creative concepts from which you can choose to help you better match the creative to your product type and target audience.



**Illustrative:** This concept is whimsical, fun and targeted toward a younger audience. It uses colorful illustrations of homes plugging directly into the sun.

**Natural:** This concept uses product shots of your home in direct relation to nature. The nature images are larger-than-life to convey the importance of the environment. This is intended for an older target audience as headlines directly associate interest in saving money while they help the environment.



**Relationship:** This concept focuses on lifestyle first, and the homes and technology second. The design of the ads allows you to replace the lifestyle images with ones that most closely match your marketplace and target audience demographic profile.
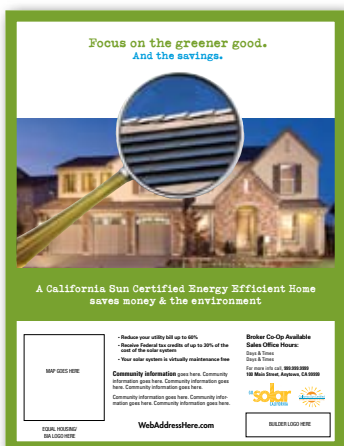


**Scientific:** This concept is geared toward an older demographic who is interested in the technological aspects and savings of solar. It uses product photography with highlights of solar technology.

Ads are provided in InDesign, Illustrator and Photoshop files to allow for flexibility for your designer. The most common sizes have been chosen for sample ads. There are some guidelines to which you must conform when using these ads:

1. The ads have been provided in many common sizes. You may resize an ad to fit your needs.

2. The Go Solar California and California Sun Certified logos may not be altered in any way. They may not be made smaller or moved to a different position within the ad.

3. These ad designs may only be used for new home communities that are part of the New Solar Homes Partnership.

4. The bullet points of information included in the ads may not be altered or removed from the ad.

## How This Tool Kit is Organized

All of the files are organized by concept and then by type, such as Print Ads. They're then further refined to black and white or color. See below for an example of the file organization.

Illustrative    Natural    Relationship    Scientific

Print Ads    Brochure    Out of Home    Sales Office    Solar Education Room    Internet    Radio

InDesign    Illustrator    Photoshop

Magazine    Newspaper    Supporting Files

Full Color    Black & White

#1    #2    #3    #4    #5

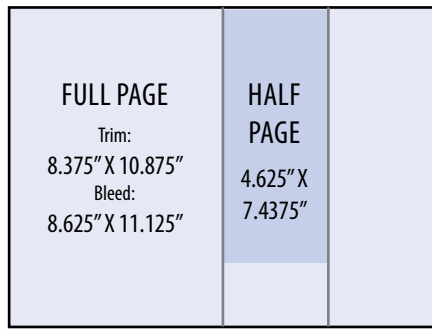Illustrate1M. half.C.indd    Illustrate1M. full.C.indd
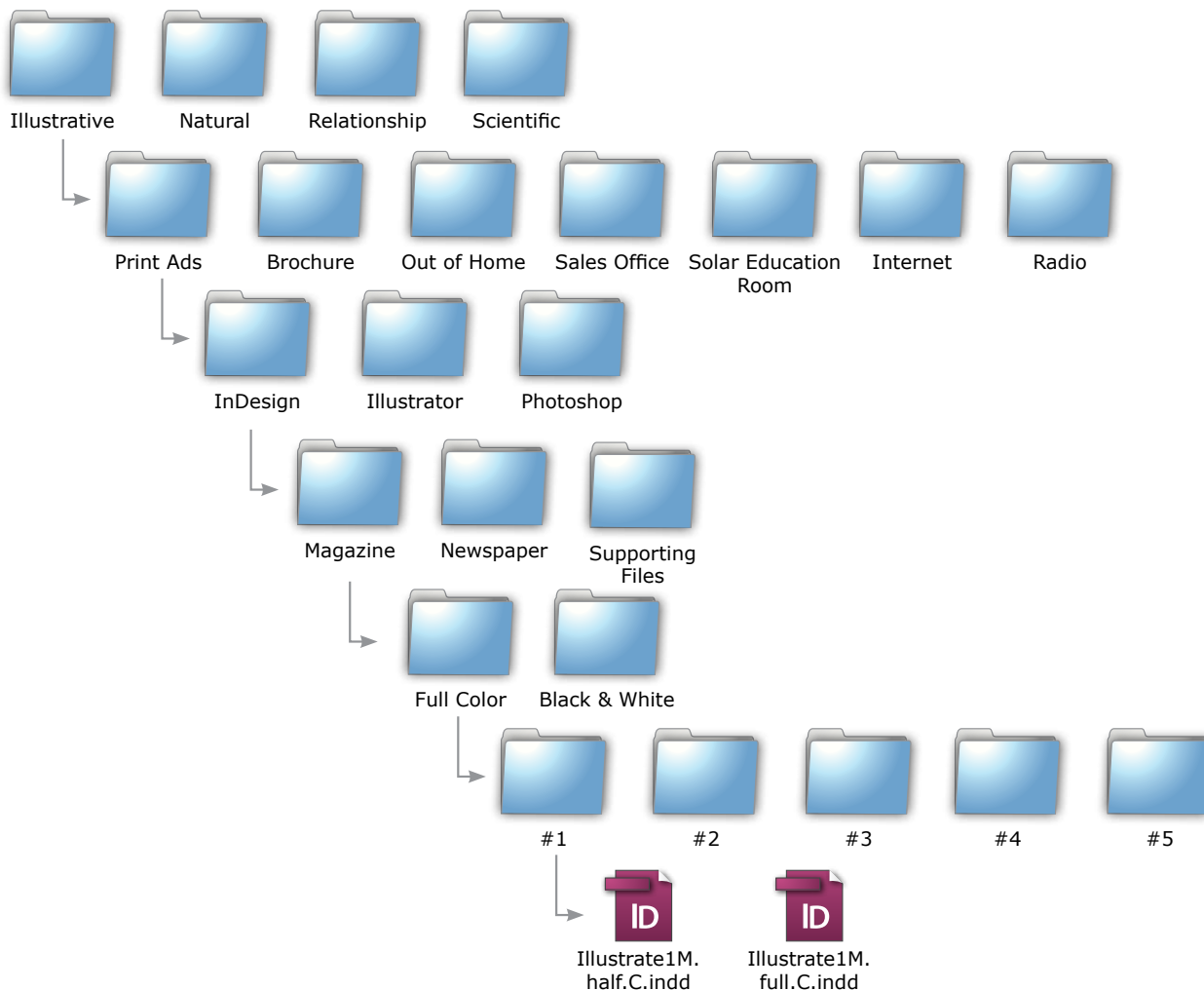
*Step-by-step instructions detailing how to customize a template for your community are listed for each design program. All marketing elements follow the same procedures.*
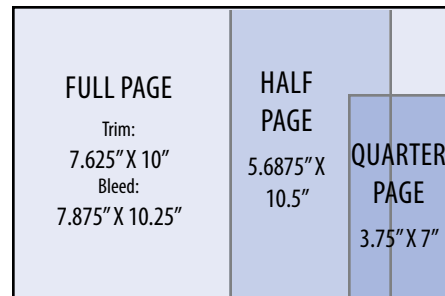
## How To Use an InDesign File
### STEP 1 – Choose a Concept and Open File

- Choose a folder of the concept you wish to use.
- Choose the Print Ads folder and select the InDesign folder.
- Choose whether you are going to be submitting a magazine ad or a newspaper ad.
- Pick whether it will be a full color ad or black and white ad.
- See the Ad Size graphic below to find which ad size will be best suited for your use.
- Double click on the icon of the size of the file that is most appropriate to open the InDesign file.

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8.375" X 10.875"
Bleed:
8.625" X 11.125"

HALF PAGE
4.625" X 7.4375"

**Magazine**

FULL PAGE
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HALF PAGE
5.6875" X 10.5"

QUARTER PAGE
3.75" X 7"

**Newspaper**

### STEP 2 – Familiarize Yourself with the Setup

There are several layers in the InDesign file: **Snipe, Template, Logos/Map, Text,** and **Background**. You will be using the layers: **Snipe, Logos/Map,** and **Text**. The **Background** and **Template** layers are locked and should not be modified.

The **Snipe** layer: This is optional and can be used for special promotions, pricing, or grand opening information.

The **Template** layer: For your reference on placement of items. This layer should always be turned off when creating a final file for the publication. *Layers can be turned on and off by clicking the eye icon on the left of the layers window.*

The **Logos/Map** layer: Add your builder logo and an area map to the community. There is also a place noted where BIA and equal housing logos are to be placed if needed.

The **Text** layer: Add body copy and community information.

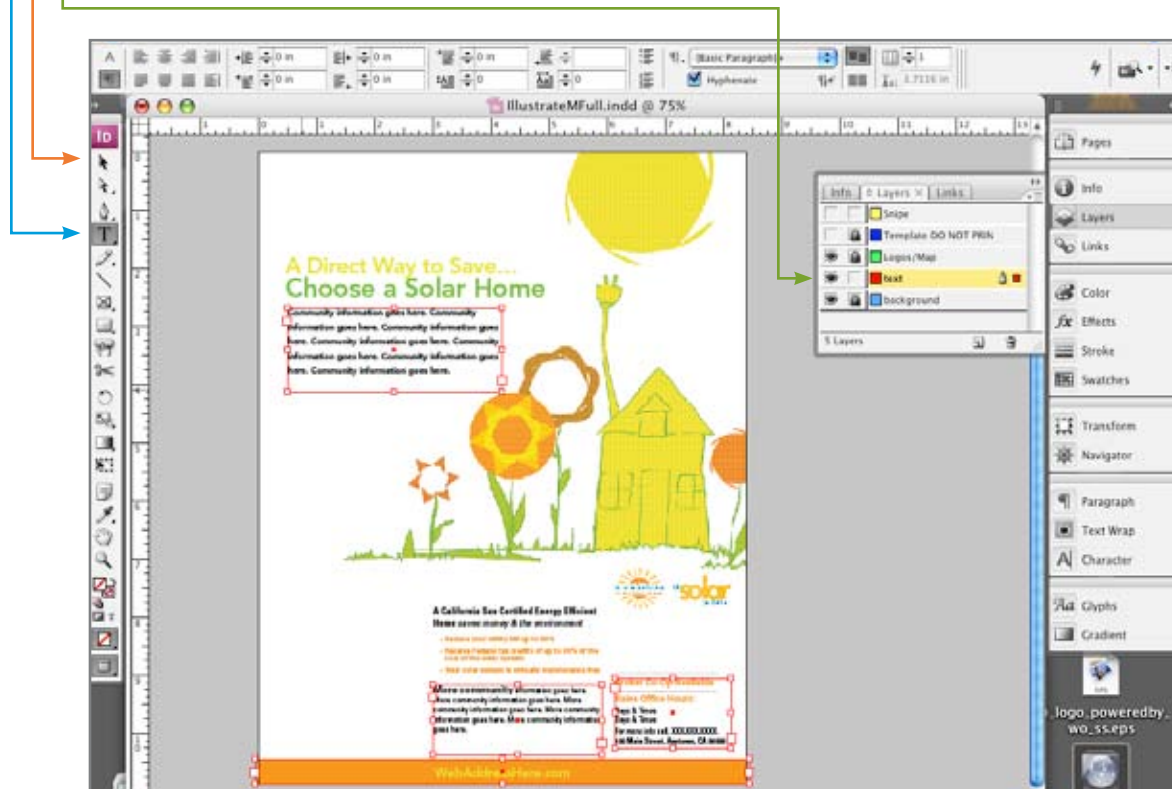The **Background** layer: Text and graphics that cannot be altered are located on this layer and should remain locked.

## STEP 3 – How to Add Copy

The two layers that you may add/edit the copy are the layers **Snipe** and **Text**.

- • Highlight the **Text** layer, to add copy and community information.
- • Select one of the areas highlighted below with the black arrow *Selection Tool*.
- • Choose the *Type Tool* from the main menu and select the copy in the text box. Once the copy is selected, type in your community information to replace the placeholder text. Font and size should not be altered. Don't forget to add your website!
- • The same steps should be used to alter the text on the **Snipe** layer.

## STEP 4 – How to Add Your Logos and Map

The section to add logos and area maps of your community is the **Logo/Map** layer.

- Make sure the **Template** layer is visible *(click the eye icon on)* and highlight the **Logo/Map** layer. The areas below are reserved for an area map, your builder logo, and supporting logos such as the equal housing logo. The template directs you to the size and location of each of the elements.
- Use the black arrow *Selection Tool* to select one of the boxes.
- Once you have the box outline selected go to File¬Place... and select your area map from the location on your computer.
- The same steps should be used to insert your logo files.
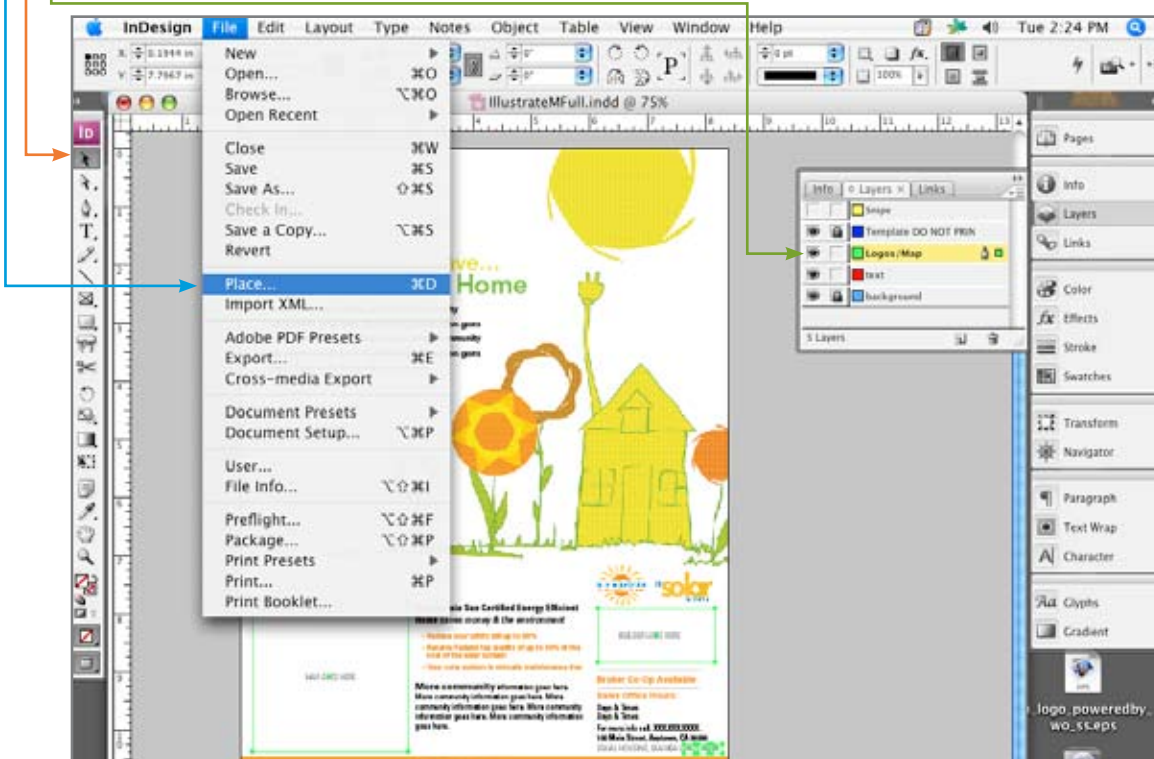


- When inserting files into the document, you should adjust the size of the content to fit within the frame. This can be done in two ways.
  1. Manually. Use the white arrow *Direct Selection Tool* and click on the box of the item you want to adjust. Scale the content by adjusting the corners of the box *(hold down shift while adjusting to maintain the proportion)*.
  2. Scale Tool. Use the *Scale Tool* to adjust size once the content is selected. This can also be found under Object¬Transform¬Scale...
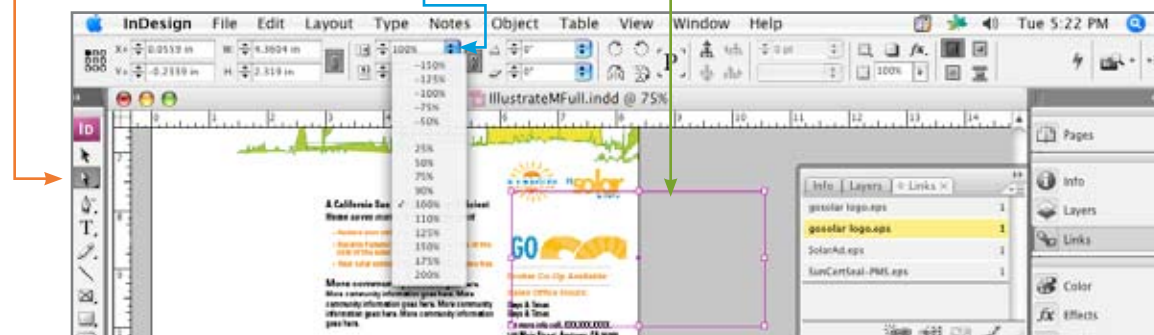
## STEP 5 – Prepping for Your Publication

When you are finished editing the ad be sure to save the file with a different name to prevent altering the template. To save, go to File¬Save As... and specify what name you would like to use and where you would save the file. There are a few steps that you must take before sending the ad to your publication.
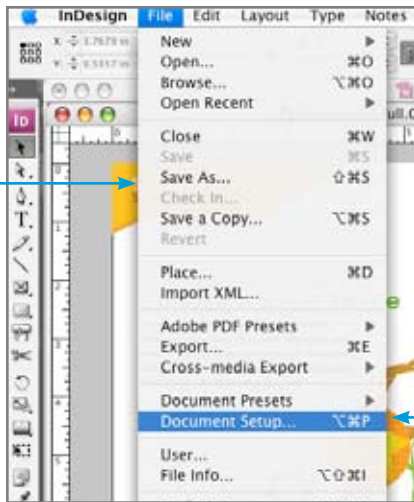
1. Double check the size to make sure that it fits to your publication specifications. This can be done in File¬Document Setup....

2. Make sure that the colors used are only CMYK or black and white. The colors should be checked in the colors and swatches palette to ensure there are no spot or RGB colors. The colors should be all **Process, CMYK** colors. To convert, double click the swatch, change Color Type to Process Color and Color Mode should be CMYK. Your color is now ready for printing.
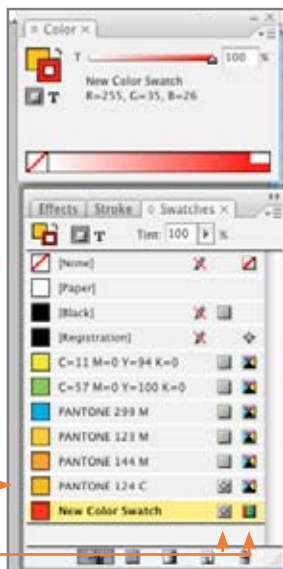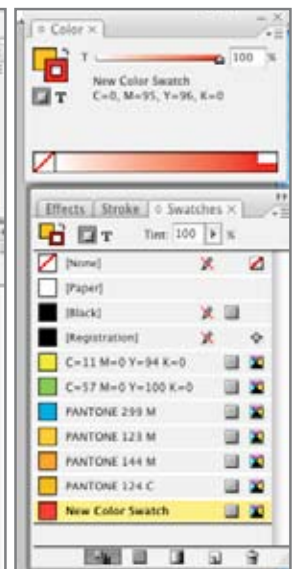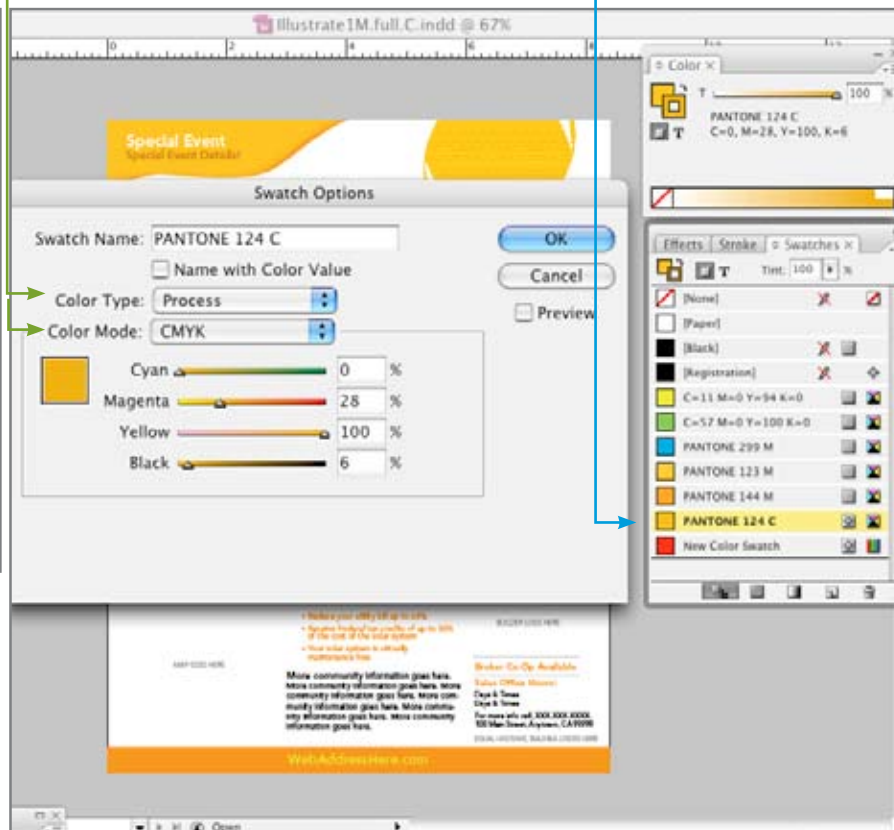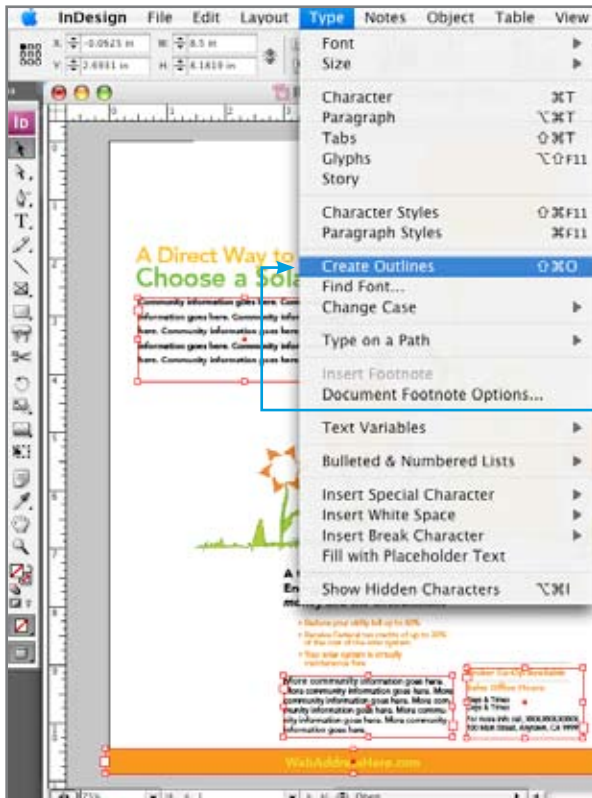
*Incorrect Color Swatches*

*Correct Color Swatches*

3. Make sure the images you've uploaded are CMYK or black and white.

4. Make sure that the **Template** layer is turned off by clicking the eye icon on the layers palette *(see page 5)*.

5. If the **Snipe** is not being used, make sure that the layer is also turned off *(see page 5)*.

6. Select all the text in the document and convert it to outlines by selecting Type¬Create Outlines.

7. Go to File¬Export..., type in a name for the file and select a location that you would like the file saved. Make sure that the format is Adobe PDF.

8. Click save and select Press Quality from the Adobe PDF Preset menu and deselect the Optimize for Fast Web View box.

9. The PDF is ready to be sent to the publication!
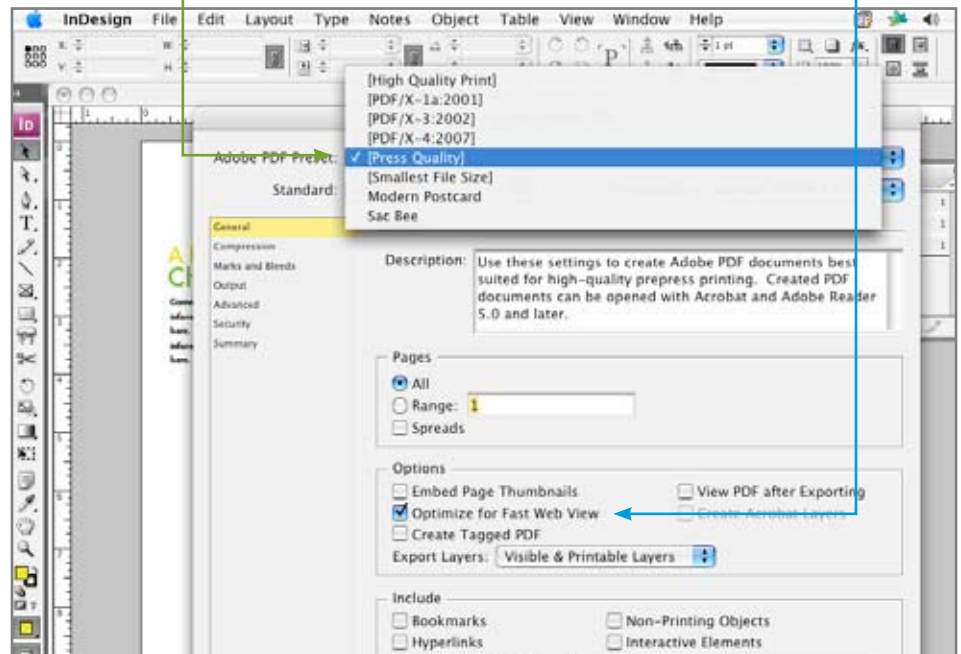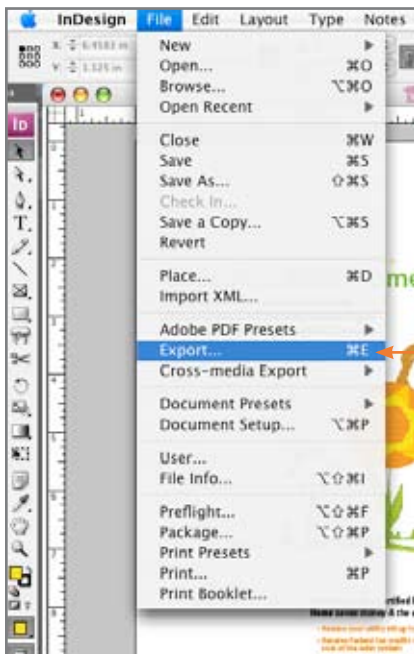
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- See the Ad Size graphic below to find which ad size will be best suited for your use.
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**Magazine**

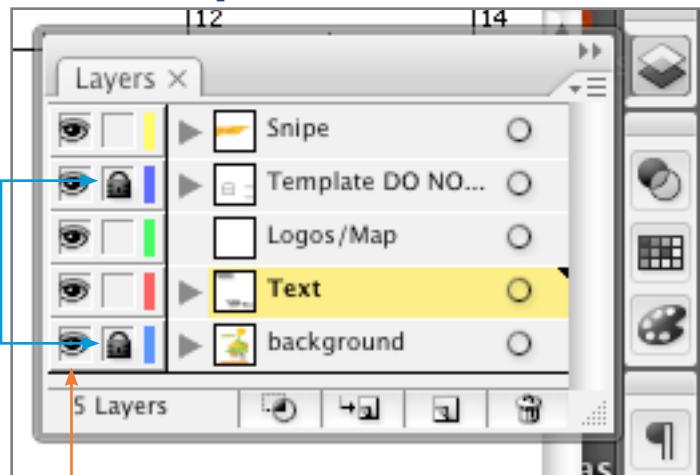| | | |
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**Newspaper**

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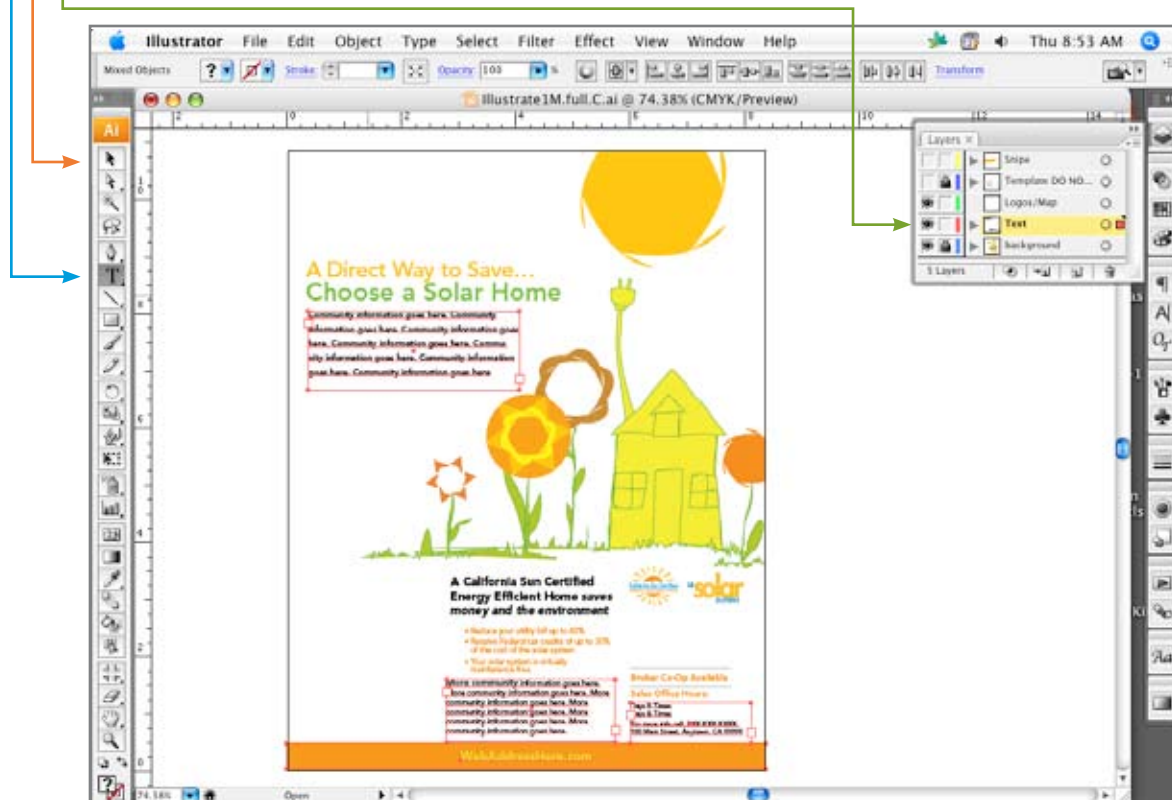
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- Select one of the areas highlighted below with the black arrow *Selection Tool*.
- Choose the *Type Tool* from the main menu and select the copy in the text box. Once the copy is selected, type in your community information to replace the placeholder text. Font and size should not be altered. Don't forget to add your website!
- The same steps should be used to alter the text on the snipe layer.

### STEP 4 – How to Add Your Logos and Map

The section to add logos and area map of your community is the **Logo/Map** layer.

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- Select File¬Place... and select your area map from the location on your computer.
- The same steps should be used to insert your logo files.
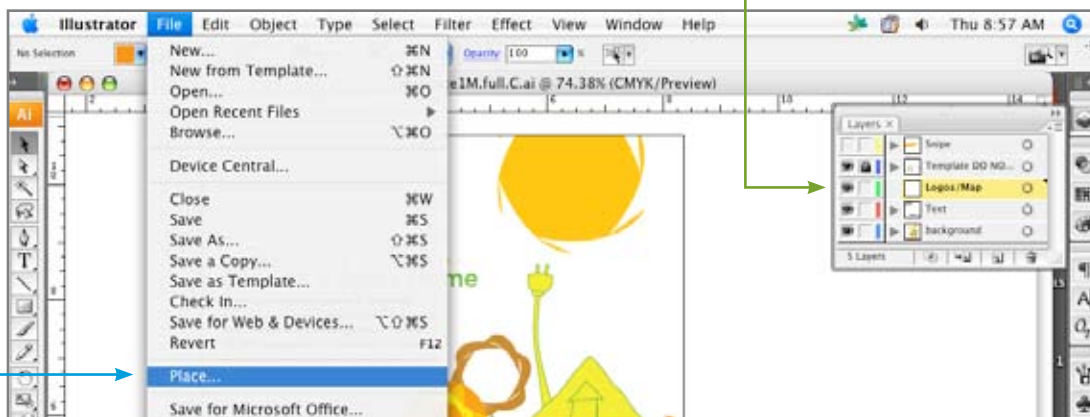


- When inserting files into the document, you should adjust the size of the content to fit within the designated space. This can be done in two ways.

    1. Manually. Use the black arrow *Selection Tool* and click on the item you want to adjust. Scale the content by adjusting the corners of the box *(hold down shift while adjusting to maintain the proportion)*.
    2. Scale Tool. Once the content is selected with the black arrow *Selection Tool*, select Object¬Transform¬Scale... and enter in a percentage to adjust the size.
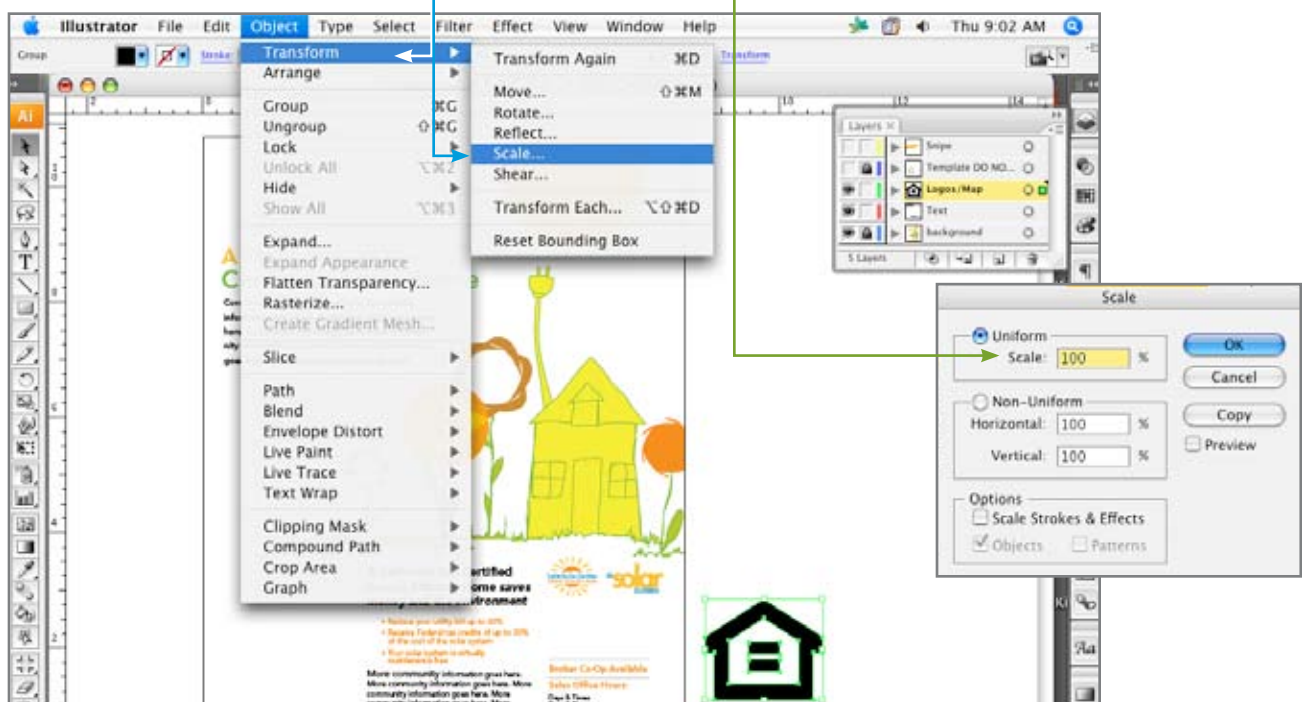
## STEP 5 – Prepping for Your Publication

When you are finished editing the ad be sure to save the file with a different name to prevent altering the template. To save, go to File¬Save As... and specify what name you'd like to use and where you would like to save the file. There are a few steps that you must take before sending it to your publication.

1. Double check the size to make sure that it fits to your publication specifications. This can be changed in File¬Document Setup....

2. Make sure that the colors used are only CMYK or black and white. For CMYK, check the Document Color Mode which is located in the File menu and make sure CMYK is selected.
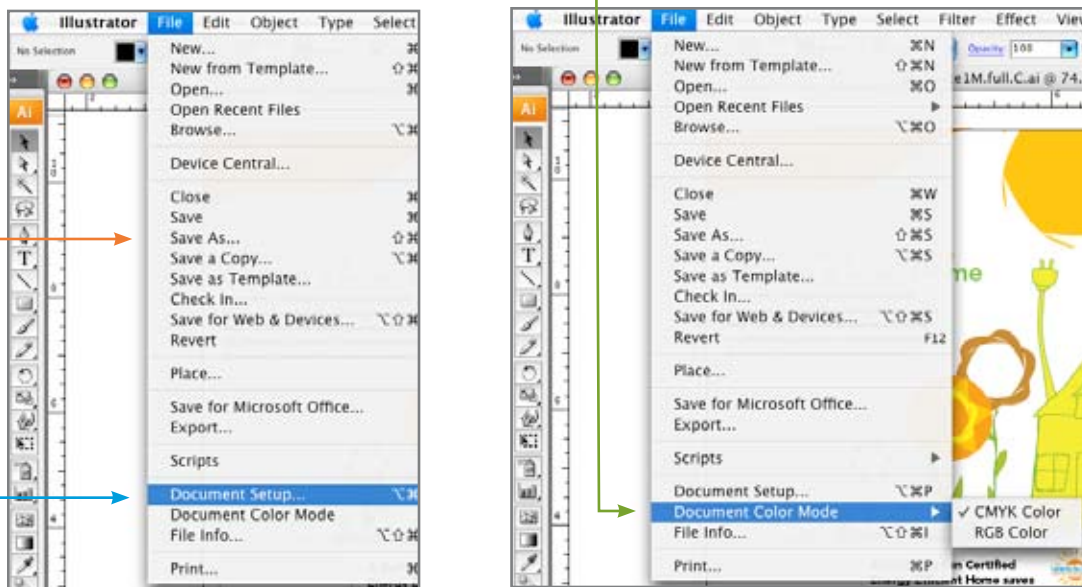


The colors should also be checked in the colors and swatches palette to ensure there are no spot or RGB colors. The colors should be all **Process, CMYK** colors. To convert, double click the swatch, change Color Type to Process Color and Color Mode should be CMYK. Also, be sure to deselect the Global option and your color is now ready for printing.
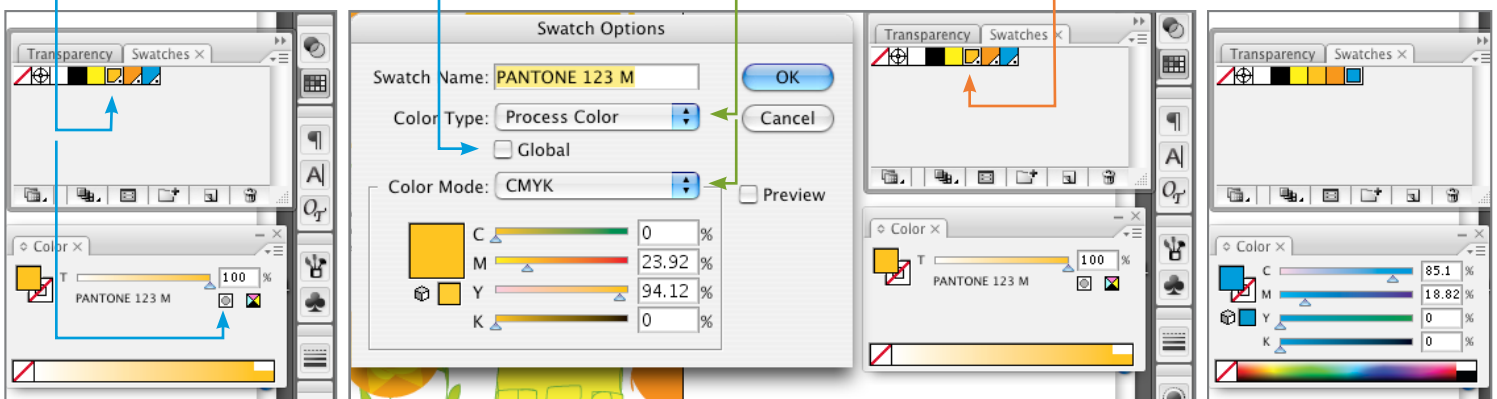


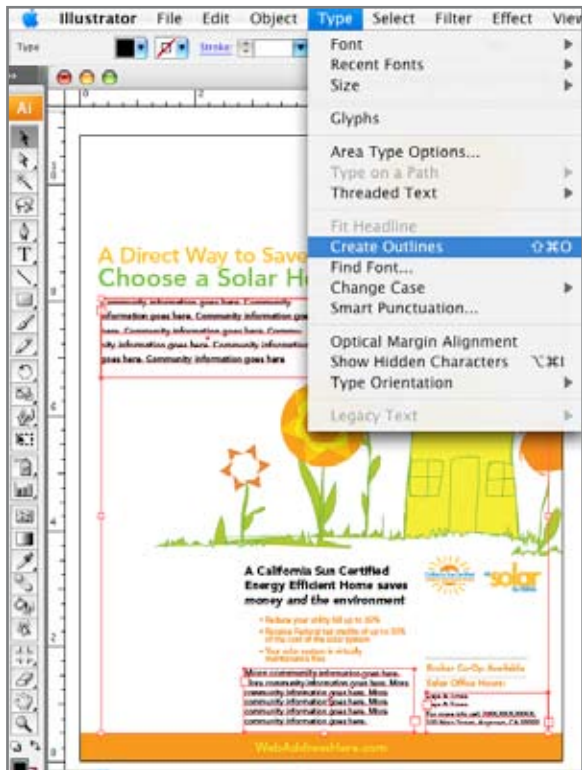*Incorrect Color Swatches*                                    *Correct Color Swatches*

3. Make sure the images you've uploaded are CMYK or black and white.

4. Make sure that the **Template** layer is turned off by clicking the eye icon on the layers palette *(see page 10).*

5. If the **Snipe** is not being used, make sure that the layer is also turned off *(see page 10).*

6. Select all the text in the document and convert it to outlines by selecting Type¬Create Outlines.

7. Go to File¬Save As..., type in a name for the file and select a location that you would like the file saved. Make sure that the format is Adobe PDF.

8. Click save and select Press Quality from the Adobe PDF Preset menu and deselect the Optimize for Fast Web View box.

9. The PDF is ready to be sent to the publication!
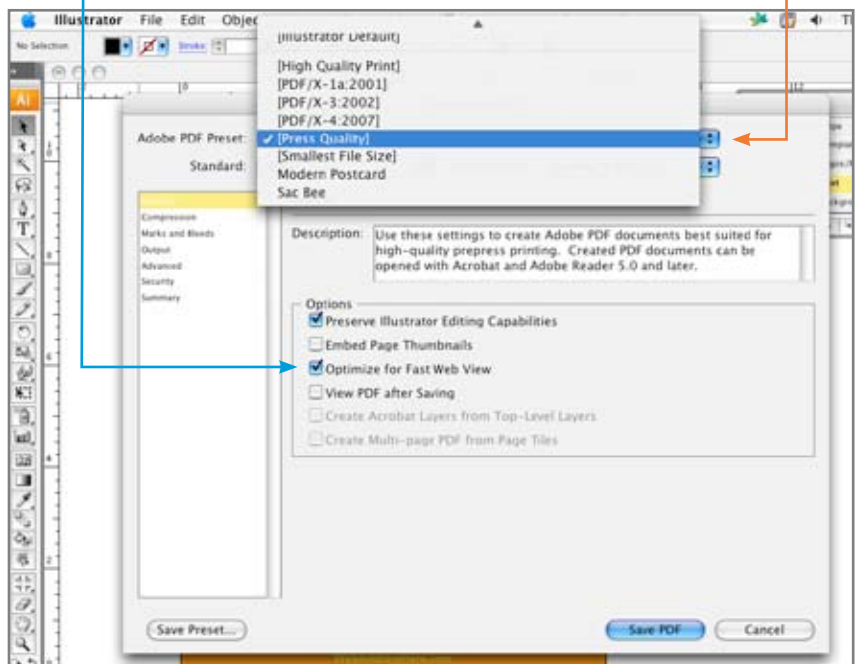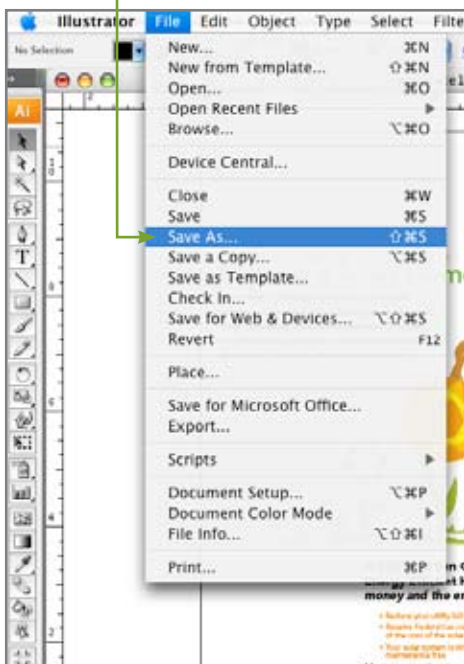
## How To Use a Photoshop File
### STEP 1 – Choose a Concept and Open File

- Choose a folder of the concept you wish to use.
- Choose Print Ads and then select the Photoshop folder.
- Choose whether you are going to be submitting a magazine ad or a newspaper ad.
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**Magazine**

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**Newspaper**

### STEP 2 – Familiarize Yourself with the Setup

There are several layers in the Photoshop file: **Snipe, Template, Text,** and **Background**. You will be using the layers: **Snipe** and **Text**. The **Background** and **Template** layers are locked and should not be modified.

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The **Template** layer: For your reference on placement of items. This layer should always be turned off when creating a final file for the publication. *Layers can be turned on and off by clicking the eye icon on the left of the layers window.*

The **Text** layer: Add body copy and community information.

The **Background** layer: Text and graphics that cannot be altered are located on this layer and should remain locked.
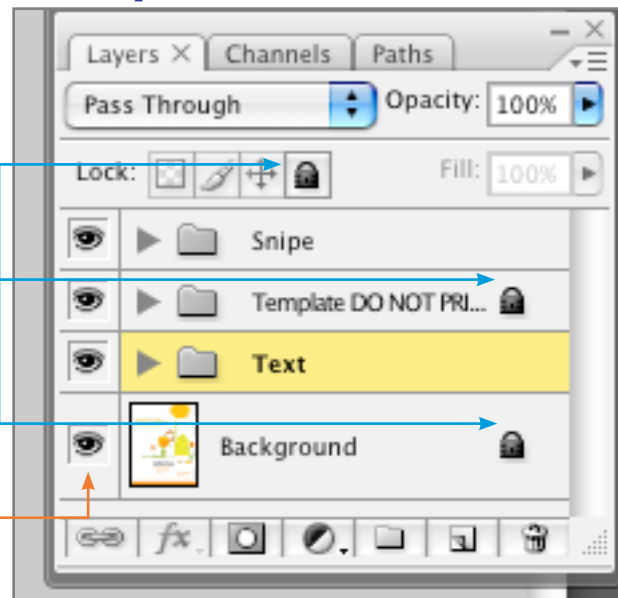
## STEP 3 – How to Add Copy

The two layers that you may add/edit the copy are the layers **Snipe** and **Text**.

- Open the **Text** layer, by clicking the arrow next to the folder icon to reveal the copy and community information.
- Double click one of the text layers to activate the text.
- Choose the *Type Tool* from the main menu and select the copy in the text box. Once the copy is selected, type in your community information to replace the placeholder text. Font and size should not be altered. Don't forget to add your website!
- The same steps should be used to alter the text on the **Snipe** layer.
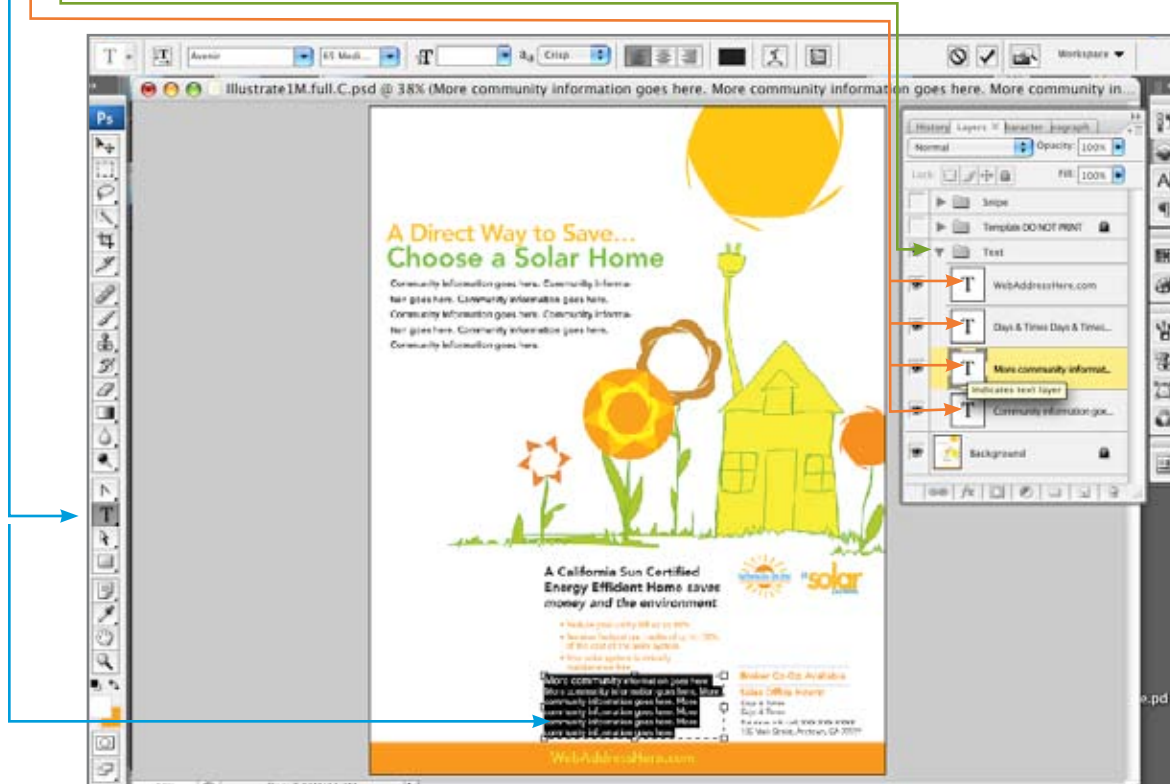
## STEP 4 – How to Add Your Logos and Map

- Make sure the **Template** layer is visible *(click the eye icon on)*. The areas below are reserved for an area map, your builder logo, and supporting logos such as the equal housing logo. The template directs you to the size and location of each of the elements.
- To add files, select File¬Place... and select your file from the location on your computer.
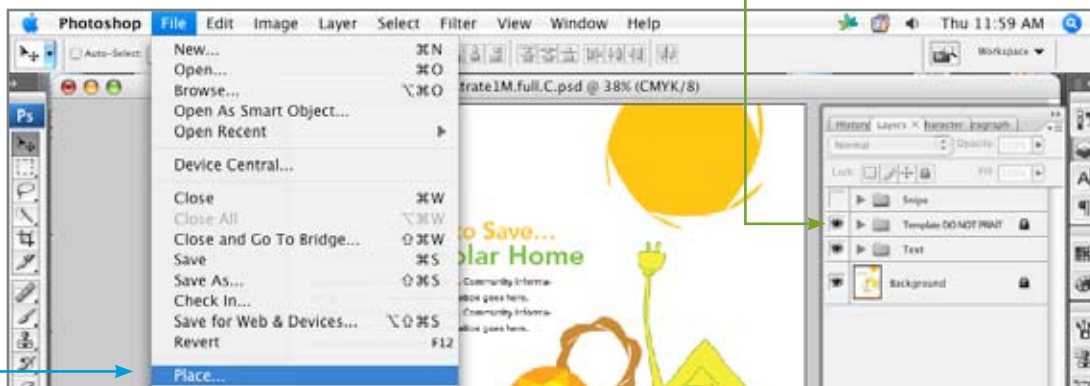


- When inserting files into the document, you should adjust the size of the content to fit within the designated space. This can be done two ways.
  1. **Before the item is placed**, scale the content by adjusting the corners of the bounding box *(hold down shift while adjusting to maintain the proportion)*. Hit Enter or select Place to finish placing the file.
  2. **After the item has been placed**, you can adjust it through the use of the Scale Tool. Select the layer of the object you would like to edit, select Edit¬Transform¬Scale... and adjust the size using the corners of the bounding box *(hold down shift while adjusting to maintain the proportion)*.
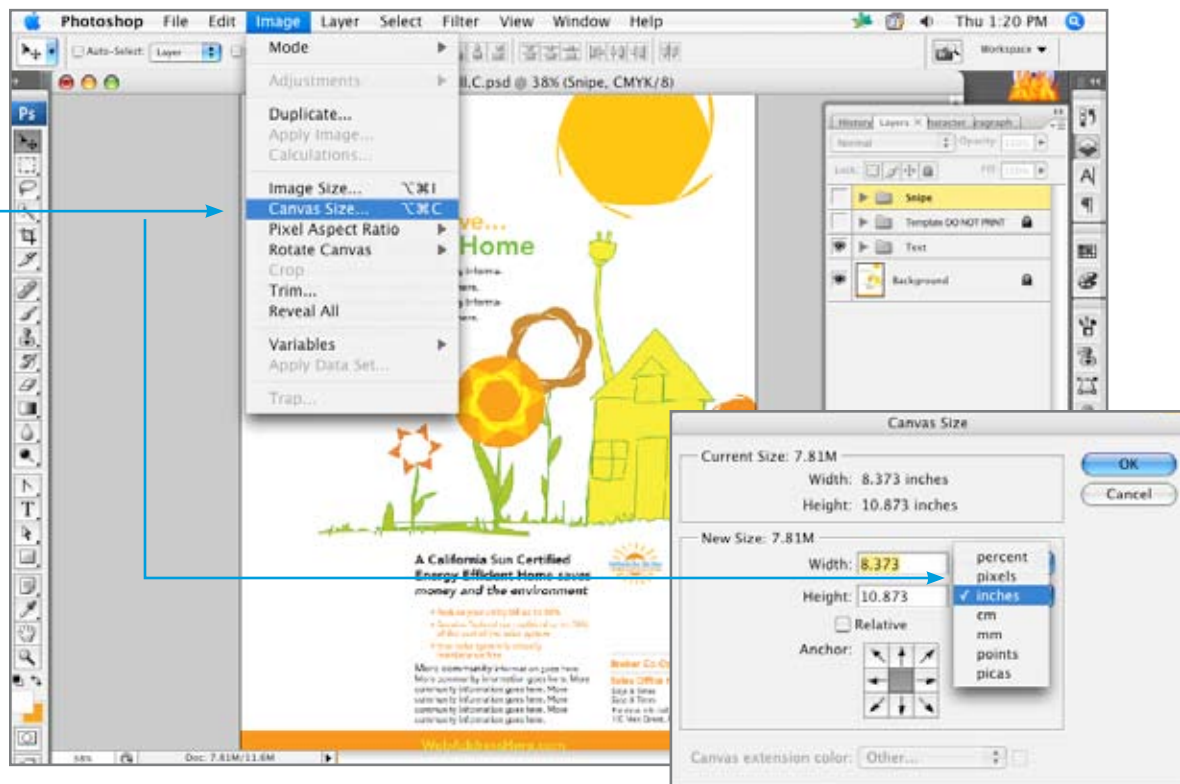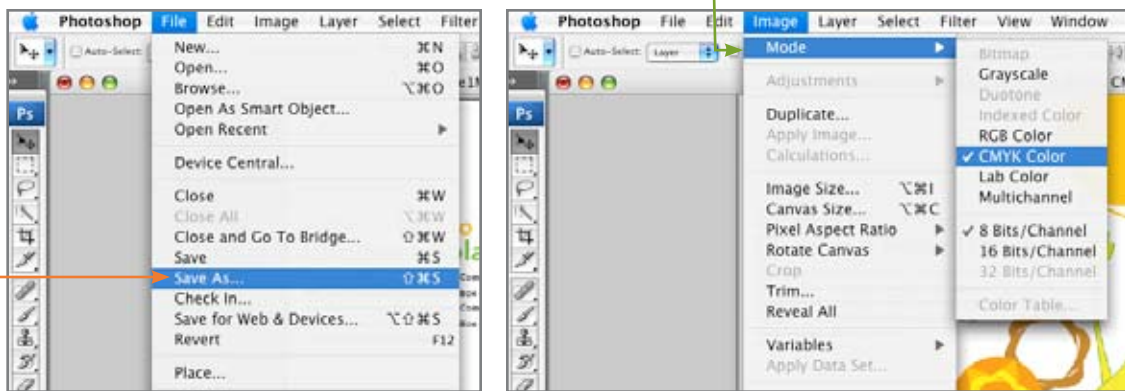- The same steps should be used to insert your logo and map files.
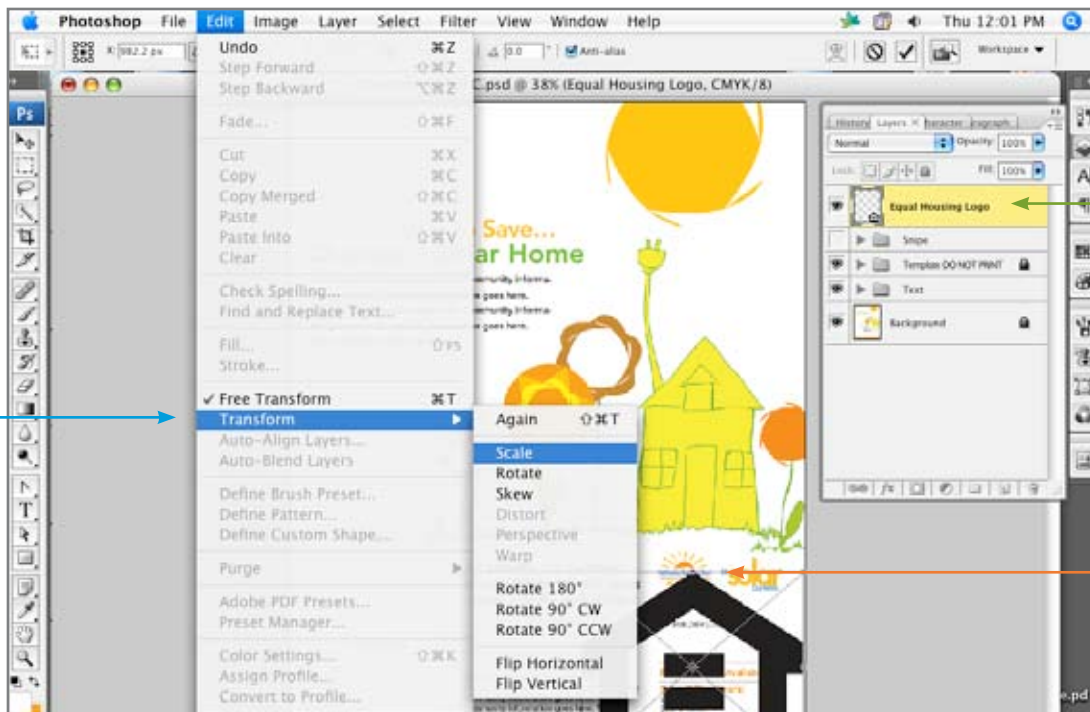
## STEP 5 – Prepping for Your Publication

When you are finished editing the ad be sure to save the file with a different name to prevent altering the template. To save, go to File¬Save As... and specify what name you'd like to use and where you would like to save the file. There are a few steps that you must take before sending it to your publication.

1. Double check the size to make sure that it fits to your publication specifications. This can be changed in Image¬Canvas Size...*(be sure that the units are in inches!).*

2. Make sure that the document colors are only CMYK or black and white. Check the color mode under Image¬Mode and change to either CMYK or Grayscale.

3. Make sure that the **Template** layer is turned off by clicking the eye icon on the layers palette *(see page 15)*.

4. If the **Snipe** is not being used, make sure that the layer is also turned off *(see page 15)*.

5. Go to File¬Save As..., type in a name for the file and select a location that you would like the file saved. Make sure that the format is Photoshop PDF and deselect the Layers box and click save.

6. Select Press Quality from the Adobe PDF Preset menu and deselect Optimize for Fast Web View box.

7. The PDF is ready to be sent to the publication!
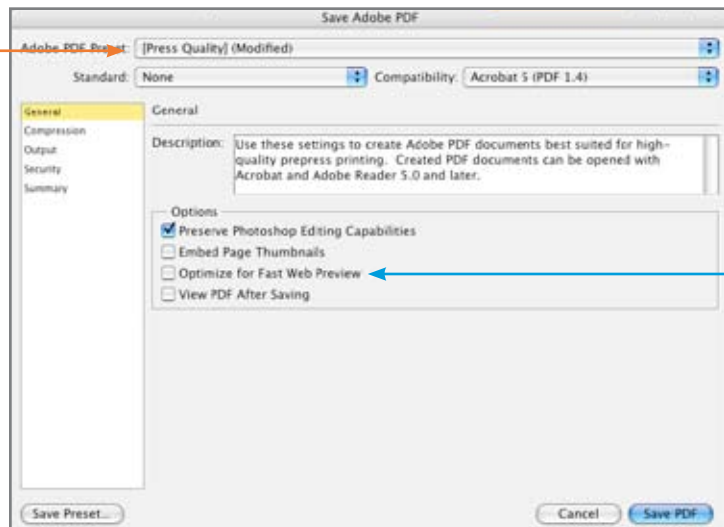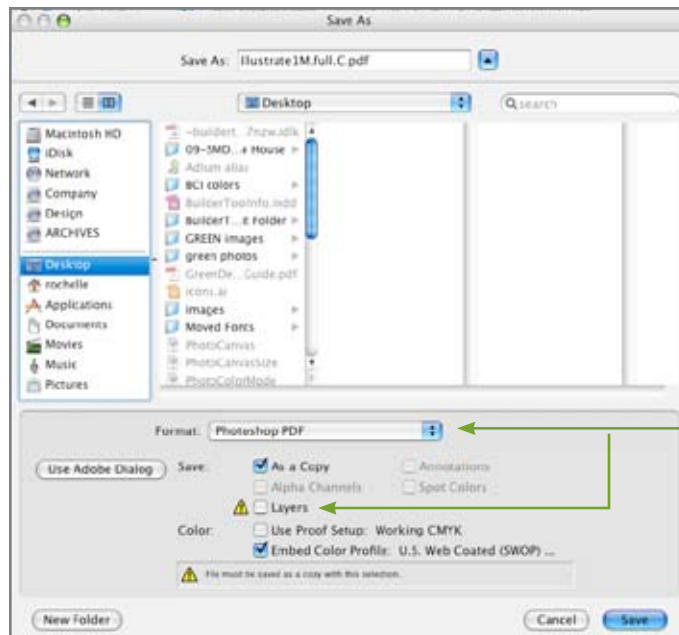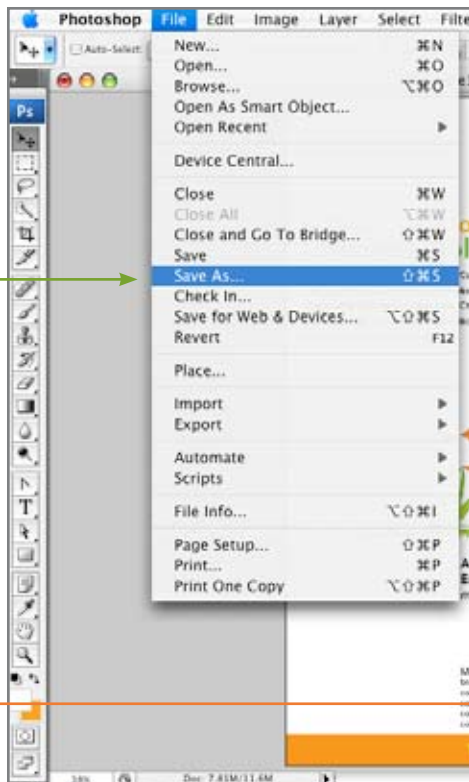
Governor
Arnold Schwarzenegger

**CALIFORNIA ENERGY COMMISSION**

Chairman
Karen Douglas

Vice Chair
James D. Boyd

Commissioners
Arthur H. Rosenfeld
Jeffrey Byron
Julia Levin

For information on the **New Solar Homes Partnership**
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**www.GoSolarCalifornia.org**

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